



Rogers Fire Department Standard Operating Procedures

Policy Title:	Social Networking Web Usage		
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Approved By:	Tom Jenkins	Last Updated:	July 2014
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PURPOSE

The purpose of this policy is to provide guidelines for the use of social networking websites and blogs by fire department personnel. This applies to both on and off-duty usage of the websites.

POLICY

1. Personal blogs should have clear disclaimers that the views expressed by the author in the blog is the author's alone and do not represent the views of the Rogers Fire Department. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the Rogers Fire Department.
2. Information published on your blog(s) should comply with the Rogers Fire Department's confidentiality policy. This also applies to comments posted on other blogs, forums, and social networking sites.
3. Be respectful to the Rogers Fire Department, other city departments, employees, citizens, etc. Social media activities should not interfere with work commitments. Remember that excessive use of social networking sites while on-duty could signal a lack of work ethic, if observed by a citizen.
4. Your online presence reflects the Rogers Fire Department. Be aware that your actions captured via images, posts, or comments can reflect on your reputation, and ultimately the city.
5. Rogers Fire Department logos and trademarks may not be used in a negative manner or manipulated electronically for personal gain, humor, etc.
6. Photographs or video of emergency incident scenes shall not be shared on social media without the specific approval of the fire chief.